



IFW  
2621V

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

|                  |  |   |                  |                  |
|------------------|--|---|------------------|------------------|
| In re Applicant: | Jonathan E. Lowthert et al.                    | § | Group Art Unit:  | 2621             |
|                  |  | § |                  |                  |
| Serial No.:      | 09/766,126                                     | § | Examiner:        | Huy Thanh Nguyen |
|                  |  | § |                  |                  |
| Filed:           | January 19, 2001                               | § | Confirmation No. | 9474             |
|                  |  | § |                  |                  |
| Title:           | Content With Advertisement Information Segment | § | Docket No.:      | BKA.0012US       |
|                  |  | § |                  |                  |
|                  |  | § | Cust. No.:       | 21906            |

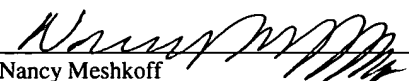
Mail Stop **Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO PAPER NO. 20060603**

Dear Sir:

In response to the Office action mailed on June 12, 2006, please consider the following claim amendments and remarks.

Date of Deposit: August 7, 2006  
I hereby certify under 37 CFR 1.8(a) that this correspondence is being deposited with the United States Postal Service as **first class** mail with sufficient postage on the date indicated above and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
Nancy Meshkoff